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Message Text

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PAGE 01 SEOUL 05742 270926Z

12
ACTION EB-11

INFO OCT-01 EA-11 ADP-00 L-03 LOC-01 COME-00 RSR-01 RSC-01

/029 W
---------- 060958
R 270837Z AUG 73
FM AMEMBASSY SEOUL
TO SECSTATE WASHDC 9745

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E.O. 11652: N/A
TAGS: BEXP, EIND, KS
SUBJECT: BOOK PIRACY (XIII)

REF: STATE 165035

1. COMATT DISCUSSED PRENTICE-HALL REPRINTING PROPOSAL SEPARATELY WITH KERN-SOO RYU, PRESIDENT OF SAMHWA PRINTING, AND I. H. LIU OF PANMUN BOOK COMPANY. BOTH WERE WILLING TO UNDERTAE REPRINTING BUT BOTH WERE SKEPTICAL OF SUCCESS OF ANY SUIT AGAINTS PIRATE, CITING LACK OF LAW AFFORDING PROTECTION. THEY ASSUMED THAT PRENTICE-HALL WOULD UNDER-WRITE LEGAL EXPENSES.

2. COMATT SUGGESTED POSSIBILITY OF USE OF PUBLICATIONS LAW OR HAVING MCPI DISCOURAGE PIRACY OF SELECTED TITLLE THROUGH ADMINISTRATIVE OR OTHER ACTION. RYU, WHO IS FRIEND OFMCPI VICE MINISTER LEE KYOO HYUN, AGREED TO SEEK OUT LEE AND SOUND HIM OUT ON PRIOR PROTECTION OF AUTHORIZED REPRINTING THROUGH "ADMINISTRATIVE MEANS".

3. LIU POINTED OUT THAT PRENTICE-HALL TITLES WERE NOT AS ATTRACTIVE AS MC GRAW-HILL TITLES. HE SAID HE WILL LOOK INTO MARKETABILITY OF TITLES AND WILL CHOOSE A FEW PRENTICE-HALL TITLES. PROMISED TO SEND US COPY OF HIS REPLY TO PRENTICE-HALL.

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PAGE 02 SEOUL 05742 270926Z

4. WE PLAN TO LEAVE INITIAL APPROACH ON INTERIM PROTECTION

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

OF AUTHORIZED REPRINTING TO RYU. IN THIS RESPECT, WE WOULD SUGGEST THAT PRENTICE-HALL ALSO BE PREPARED TO OFFER REPRINTING RIGHTS TO LEE, HAK SOO, PRESIDENT OF KWANGMYONG PRINTING COMPANY (SEOUL 3383). LEE HAS GOOD CONNECTIONS WITH ROKG. WE WOULD BE PREPARED TO TAKE PRENTICE-HALL OFFER UP DIRECTLY WITH LEE.

5. OUR STRATEGY IS TO PRESS ROKG FOR ADHERENCE TO UCC AND HAVE KOREAN REPRINTERS SEEK INTERIM PROTECTION. IF INTERIM PROTECTION IS AFFORDED ALONG LINES OF UCC PROVISIONS, WE WOULD HAVE MADE GOOD HEADWAY IN ATTACKING PROBLEM OF PIRACY.
ADLER

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